

**Communications and Community Outreach Committee**  
**May 5, 2011**  
**Rockville Memorial Library**  
**Meeting Notes**

Members Attending: Vivien Hsueh, Chuck Kaufman, Mona Negm, Barbara Mulitz, Nhora Barrera-Murphy, Spencer Schron

Topic	Discussion Points	Decisions/follow-up
<b>Update</b>	<p>Patrick Lacefield reported at the March Senior Subcabinet meeting that “Seniors Today” press releases are continuing and that he will be publicizing the senior website. He also reported on a plan to have COA participate in outreach to Chambers of Commerce.</p> <p>Barbara Mulitz and Odile Saddi are engaged in discussions with Sandy Spring Bank on possible funding of printing county documents. The bank is interested in printing the DOT one pager double sided transportation brochure, stickers to place on people’s phones with the 240-777-3000 line, and a special file folder for people to place their important information/documents. Recently the Family Nursing Care Foundation printed the Villages Blue Print document. Yes, it is permissible with considerations to have private funding of county publications.</p> <p>Sharon Briggs has compiled a draft master list of Stakeholders with an initial approach grouping them by commonalities.</p>	<p><b>Action:</b> Odile and Barbara will discuss items to suggest to bank for printing. CASSA’s Senior Services Directory may be suggested.</p> <p><b>Action:</b> The Stakeholder list should be worked on by the Stakeholder Summer Study Group if that proposal is approved. By the Executive Committee and COA</p>
<b>Summer Study Proposal</b>	<p>The Stakeholder Summer Study Proposal was discussed. This proposal is directed at developing a specific plan to communicate with Stakeholders on an ongoing basis. It would include diversity outreach and an effort to engage the business community among other groups. It would be beneficial to group Stakeholders by interests. This would facilitate advocating specific positions in certain areas of interest for seniors, e.g. transportation. The overall Stakeholder outreach effort should be organized in phases building on what is already known. In addition, it was suggested that two infrastructures could possibly be developed: 1) membership and 2) projects.</p> <p>The Committee discussed the mission, role, function, and actions of the Vital Living Committee (VLC). The VLC and COA sometimes duplicate efforts by targeting the same audience.</p>	<p><b>Action:</b> This proposal was recommended to pass onto the Executive Committee for possible Summer Study.</p> <p><b>Action:</b> COA leadership should meet with the VLC leadership and clarify roles and seek ways that the two groups can work together and complement and supplement each group’s effort so messages are communicated with more impact.</p>

<b>Diversity Approach Discussion</b>	<p>It was noted that there is a pronounced lack of groups in Montgomery County representing Hispanic seniors and other ethnic seniors. There is also a severe lack of data describing demographic and health indices for various ethnic groups in Montgomery County.</p> <p>The Committee reviewed and commended CASSA for its Senior Resource Handbook which had a comprehensive approach to listing of resources for seniors. Discussion centered on the possible additional printing of this document, and the possibility of printing it in different languages</p>	<p><b>Action:</b> Have COA leadership speak with VLC leadership re possibility of VLC working on the development of demographic and health data as pertains to ethnic groups in Montgomery County.</p> <p><b>Action:</b> Have COA leadership speak with Odile to engage HHS leadership to share their work, data, and other products on Latino and African American initiatives.</p> <p><b>Action:</b> Barbara Mulitz and Chuck Kaufman will look into possible private funding of printing of the CASSA Senior Resource Handbook and tailoring it for specific audiences.</p>
<b>COA Talking Points</b>	<p>The COA Talking Points were applauded, approved and recognized as a context to be used by COA members in describing the work of COA to groups, media, etc.</p>	
<b>Next meeting:</b>	<p>Thursday, June 2 12:30 to 2:00 PM 11 North Washington Street Suite 450 Conference Room Rockville, Maryland</p>	